



Farmfair International Handbook

NOVEMBER 10 - 13, 2021

CONTENTS

| | |
|---|----|
| About Farmfair International | 2 |
| Purpose..... | 2 |
| IMPORTANT DATES AND CONTACT INFORMATION | 3 |
| Vendor Locations | 3 |
| Exhibitor Show Office | 3 |
| Application Deadline | 3 |
| Insurance Deadline | 3 |
| Move-In | 3 |
| Move Out..... | 4 |
| Contact Information:..... | 4 |
| General Guidelines | 5 |
| Exhibit or Concession Space Allocation | 5 |
| APPLICATION OPPORTUNITIES | 5 |
| APPLICATION FORM..... | 6 |
| Booth Allocation | 6 |
| BOOTH AESTHETICS | 6 |
| EXHIBITOR BENEFITS | 7 |
| APPLICATION STATUS | 7 |
| COMMERCIAL GENERAL LIABILITY INSURANCE..... | 8 |
| MANDATORY CASH REGISTERS | 8 |
| Food and Beverage concessionaires ONLY | 8 |
| SIGNAGE AND PRINTING..... | 9 |
| DISPLAY DIMENSIONS..... | 9 |
| SHOW SERVICES..... | 9 |
| OFFICIAL FOOD AND BEVERAGE SUPPLIERS..... | 10 |
| General Information | 10 |
| Sysco | 10 |
| Coca-Cola..... | 10 |
| FREQUENTLY ASKED QUESTIONS | 10 |



About Farmfair International

For over 40 years, Farmfair International has been one of Canada's top agricultural shows, where over 40,000 guests come to the Edmonton EXPO Centre to show and sell top quality livestock.

Visitors are entertained, educated, and engaged with beefed-up purebred and commercial cattle shows. Guests can enjoy a wide variety of western excitement, including stock dog trials, the Heritage Ranch Rodeo and more.

Purpose

This guidebook is created to help make the application process easier and smoother by providing the most up-to-date information regarding Farmfair International.

Every effort is made to ensure all the information is accurate upon publication. However, the information is subject to change without notice.



IMPORTANT DATES AND CONTACT INFORMATION

Farmfair International
November 10 – 13, 2021
10 a.m. - 7 p.m. (Wed - Sat)

Vendor Locations

Hall A - Agriculture & Livestock Equipment
Hall B – Agriculture & Livestock Equipment
Hall C – Agriculture & Livestock Equipment
Concourse– Lifestyle, Art and General Merchandise

Exhibitor Show Office

November 8th and 9th 9 a.m. to 9 p.m.
November 10th -13th 9 a.m. to 7:30 p.m.

Application Deadline

October 15, 2021

The completed applications, and deposits, must be received by October 15, 2021.
Late Applications will automatically be put on a waitlist and will only be reviewed if space becomes available.

Insurance Deadline

October 15, 2019

Insurance coverage is in place must be provided on or before October 15, 2021.
Licensees who have not complied with the insurance requirements will not be permitted to set-up their exhibit or concession.

Move-In

All Exhibitors/Concessionaires MUST check in prior to set up at the EXPO Centre Show Office. If you are unable to move in on the specified dates and times allotted, please notify Exhibits@ExploreEdmonton.com and advise the exhibits manager.

Exhibitors/Concessionaires who have NOT paid the deposit or provided insurance will not be permitted to set up or receive the Exhibitors/Concessionaires move in package, so please ensure all documentation is submitted on or prior to October 15, 2021.

The move-in for Farmfair International begins on Monday, November 8 from 9 a.m. to 10 p.m. Move in will continue on Tuesday, November 9 from 9 a.m. - 10 p.m.



The Licensee's specific move-in and move-out times will be indicated at a later date. The Licensee must set up the exhibit or concession during their scheduled move-in dates and times. The Licensee's exhibitor concession must be in good order and ready (including any carpentry work or painting) prior to the conclusion of the move-in. Please note that no vehicles will be allowed in any building or on the roadways of grounds after move-in.

Move Out

Saturday November 13th, 2021

Move-out will commence at 7:15 p.m. on November 13 for all Exhibitors/Concessionaires and will continue until 1 p.m. on November 14.

Any items left within the halls after November 14 at 1 p.m. must have arrangements made with GES for storage. Additional fees may be applicable. Contact GES for further details.

Exhibits or concessions must not be taken down or removed until the conclusion of Farmfair International. The Licensee must remove its exhibit or concession during the move-out times and vacate grounds prior to the conclusion of the move-out. Any items, equipment or property of the Licensee left on grounds after move-out is not permitted and may be removed and disposed of at the Licensee's expense.

Contact Information:

E. Exhibits@ExploreEdmonton.com



General Guidelines
Exhibit or Concession Space Allocation

Licensees may request a specific exhibit or concession location. Farmfair International will attempt to accommodate the request (but cannot guarantee a requested location will be assigned to any Licensee). Should adjustments to a floor plan be necessary, Farmfair International reserves the right to relocate exhibits and concessions as required.

Apply today and be a part of the show!

APPLICATION OPPORTUNITIES

| Agriculture Halls | Rate |
|--|--------------------|
| Priority will be given to livestock equipment, supplies and new products | |
| Hall A – Animal Stalling Hall | \$5/sq foot |
| Hall B – Show Ring Hall | \$5/sq foot |
| Hall C – Animal Stalling Hall (Limited space available) | \$5/sq foot |
| - Booths larger than 400 sq ft are \$4/square foot | |

| Lifestyle Marketplace | |
|--|--------------------|
| Priority will be given to western vendors and new products | |
| Concourse Area | \$5/sq foot |
| | |
| | |

For over 1000 sq ft, please contact Exhibits@ExploreEdmonton.com



APPLICATION FORM

To apply to be an exhibitor, please refer to: <https://farmfairinternational.com/trade-show>

For Concessionaires - please apply [using this form](#)

Booth Allocation

Every effort will be made to accommodate requests for specific booth spaces; however final allocation will be made by the Commercial Exhibits Management. Should adjustments to the floor plan be necessary, Farmfair International reserves the right to relocate as required.

BOOTH AESTHETICS

- Display the booth or concession in a professional manner and in good structural condition.
- Keep exhibit or concession fully stocked and staffed at all times during the hours of operation.
- Everyone is entitled to a reasonable sightline; be respectful of the other vendors by not encroaching their space and blocking their sightlines.
- Be creative and think out-of-the-box; your booth should reflect your product and brand image.
- Storage of material is permitted for designated booths, but must not be visible to the public.
- The product within your booth must be presentable, clean, and free of damage.
- Hand-written signs will not be permitted. Booth signage must be clear and designed in a professional manner.
- The Commercial Exhibits team has the right to adjust any aspect of the booth display which does not adhere to regulations.
- Open concept booths are encouraged.
- Certain locations will allow for greater flexibility. However, in some cases, it may be necessary to adjust your exhibit and its contents, so that they do not impede with the rights of the other vendors. This will be at the discretion of the Farmfair International team.
- Vendor staff are not permitted to work outside of their allocated booth space.
- Have staff that is alert and professional, and that maintain a professional appearance and attitude with guests at all times.
- Conspicuously display the permits required by any government agency.



EXHIBITOR BENEFITS

The following may be included with every Exhibit space purchased:

- Two (2) folding chairs
- One (1) 8' skirted table (black)
- 800 watt electrical outlet
- Two Event accreditation passes per licensee for every. These passes will be issued in your exhibitor's package at move-in. If additional accreditation passes are required, please notify the Exhibits manager
- Complementary parking for one vehicle, additional parking passes may be purchased at the show office

APPLICATION STATUS

| Accepted | Waitlisted | Not Accepted |
|---|--|--|
| <p>Congratulations!</p> <ul style="list-style-type: none"> <input type="checkbox"/> You have been formally offered a letter indicating your acceptance <input type="checkbox"/> A deposit has been received. <input type="checkbox"/> Your License Agreement Contract has been signed by the authorized representatives of all parties | <p>Your application has been waitlisted. Some reasons may include, but not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Duplication of the same or similar product. <input type="checkbox"/> Applications received after the deadline of October 15, 2021 | <p>Your application has been not considered acceptable for a number of reasons, including but not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pyramid sales, jam auctions or card table exhibits. <input type="checkbox"/> Products not meeting Canada's Office of Consumer Affairs Codes and Regulations. <input type="checkbox"/> Obscene or offensive products. <input type="checkbox"/> Display, sales, advocacy, products or paraphernalia that promote illegal substances. <input type="checkbox"/> Knives of any kind, swords, guns or weapons, offensive symbols. |



COMMERCIAL GENERAL LIABILITY INSURANCE

Generally, Licensees must have in force: \$2,000,000, \$5,000,000, or \$10,000,000 (depending on risk, as determined by Farmfair International) in Commercial General Liability Insurance (per occurrence) covering liabilities for bodily injury, personal injury, death and property damage including products and completed operator's liability.

The particular insurance coverage requirements specific to each Licensee will be indicated in the License Agreement. The insurance coverage described above is Farmfair International's general insurance coverage requirement only and is subject to the insurance requirements outlined in the License Agreement.

Licensees may be required to provide -proof of insurance or provide a certificate of insurance confirming the required insurance coverage is in place on or before October 15, 2021. Licensees who have not complied with the insurance requirements will not be permitted to set-up their exhibits or concessions.

Farmfair Internationals number one priority is safety. Appropriate insurance is required to ensure the protection of all parties involved.

MANDATORY CASH REGISTERS

Food and Beverage concessionaires ONLY

All concessionaires are required to process every sale through a till meeting the following requirements. Periodic auditing may occur at any time during the event. Receipts must be made available to customers.

- Non Resettable Z totals and Z counter
- Consecutive transaction numbers
- Detail tape with time, date and till I.D.
- Pricing screen for customers
- Preset pricing keys
- After transaction receipt
- Cash drawer must be closed after totaled

If your existing cash register does not meet these requirements or you do not currently operate a till, please contact:

Edmonton Cash Registers Co. Ltd, 10330-95 Street, Edmonton, AB T5H 2B5
P. 780.424.1957 F. 780.429.3468 edmcash@telus.net

Periodic auditing may occur at any time during the event. Receipts must be made available to customers.



SIGNAGE AND PRINTING

All exhibit and concession signage must be professionally created (**hand-written signs will not be permitted**). Exhibit and concession signage must be clear and designed in a professional manner. Licensees must prominently display signs showing the products and the price of the products.

DISPLAY DIMENSIONS

No part of an exhibit may exceed the height of 8' for the back of a booth or 3' high for sides of booths unless prior approval of Farmfair International has been obtained at the time parties enter into this Agreement.

SHOW SERVICES

ShowTech Power and Lighting

All power and lighting required for indoor exhibits located within the Edmonton EXPO Centre must be ordered directly through Showtech Power & Lighting.

P. 780.429.1162

F. 780.424.4715

Website: showtech.ca/

GES Canada – Display and Show Services

Licensees may order booth display and exhibit decor directly through GES Canada.

P. 877.505.7767

F. 877.469.1619

Website: ges.com/ca/

To order, Licensees should contact GES Canada and Showtech Show Services directly.



OFFICIAL FOOD AND BEVERAGE SUPPLIERS

General Information

All food and beverage products must be ordered through the mandatory suppliers identified below. Licensees operating concessions shall not bring any food or beverage products on Farmfair International grounds before, during, or after Farmfair unless written approval is provided.

Sysco

Sysco Food Service Inc. will continue to be the exclusive food service distributor of all food and beverage products including produce meats, frozen foods, dry line, grocery, paper supplies, dairy products and related items (with the exception of ice, soft drinks, bottled water, fruit juices and ice tea, Harlan Fairbank's products, and bread) for Licensees operating concessions.

Coca-Cola

Any soft drinks, juices, juice drinks, energy drinks, and bottled water must be Coca-Cola brands.

FREQUENTLY ASKED QUESTIONS

Q: Where is Edmonton EXPO Centre located?

A: 7515 118 Ave NW, Edmonton, Alberta, Canada

Q: How do I get to Edmonton EXPO Centre and is there public transportation available?

A: Please refer to edmontonexpocentre.com/attend/getting-here/

Q: How much will my booth cost?

A: Please refer to the Exhibit and Concession Locations and Rates page of this Exhibitor and Concessionaire Handbook or on the map.

Q: Can I choose my own exhibit or concessionaire space location?

A: You may request a specific exhibit or concession location and Farmfair International will attempt to accommodate the request (but we cannot guarantee a requested location will be assigned to you).